

## Ticketing of Centre Stage Productions

This letter is to clarify why we have to charge for tickets for Centre Stage Productions.

Firstly, the cost of regular class time. This is what you pay for when you pay the term fees and is charged per hour at a very competitive rate especially when you consider the two main factors:

- Our teachers are trained and experienced and have all worked as professional performers.
- We have very small classes, usually a maximum of 12 students in a class - many other similar courses in other schools run with a minimum of 20.

Please note, we don't charge any extra for the training experienced in extended and standby rehearsals or in technical and dress rehearsals – this is given as gratis.

When children perform on stage, they tend to average 2 audience members each - at best 2 adults = \$40. With a total of 12 in a class, the best-case scenario gives us \$480 as a budget for the show.

With this budget we have to cover the cost of materials for the set, the costume, marketing, printing and the on going costs of maintenance of sound and lights (remember 2 x shows). So that you can assess the costs involved for this show we have included some key elements from a recent production:

Timber for the construction of the set	\$220
Paint	\$180
Costume @ \$25 per student	\$300
Props and set dressing	\$200
Performance rights	\$4300
Lighting and Sound equipment (additional to standard rig)	\$260
	<b>\$5460</b>

Those are only some of the major costs, by no means all. Then we must factor in the time to construct the set and fit up lights and sound.

Set building	30 man hours
Lighting and sound programming	10 hours

Finally we add additional staff for the dress rehearsals, tech and show - an additional 4 staff members working 6 hours each: 24 hours. (Most of the tech and dress time is added on to normal class time and not charged in your fees.)

Our aim for these shows is never to make a profit - it is to produce the best possible show for the cost - and putting on a show is a very expensive business. We would love to be able to offer the tickets cheaper to fill the audience. There are 60 seats available for this show, so at \$5 this would generate \$300 if we sold out. With 12 students we tend to sell around 24 tickets a show, so at \$20 a ticket we can recoup \$480.

What we do manage to achieve, that no other school does, is to provide a constant range of projects for the students with an excellent teacher/student ratio. This simply does not exist in other schools that tend to do big productions with big casts and equally big-ticket costs.

If there were a way to offer the shows at a lower cost, we would love to take it. Sponsorship is an option, at the moment we are 100% un-funded, but it is hard to attract sponsors prepared to pay for other children's experiences in a first world country.

I hope this explains why we have to charge for tickets of Centre Stage Productions. Thanks so much for your time and understanding.

Very best wishes

*The Centre Stage Team*